Permit #F00151658

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00151658 **Type of Permit:** FILMING **Release Date:** 05/23/2019

Production Company COSTA DE ORO MEDIA, LLC FKA:LATV NETWORK INC

Insured Company Name COSTA DE ORO MEDIA, LLC FKA:LATV NETWORK INC

Contact Phone No. 1 310-943-5288
Contact Phone No. 2
Fax 310-943-5299
Address 2323 CORINTH AVE
LOS ANGELES, California 90064

Production Title COLGATE PROMO

Type of Production Commercial - Standard

Producer Natalia Herrera

Director Alberto Beli

1st AD Jovan Thomas

Production Manager Javier Herrea

FilmL.A. Coordinator Francisco Nunez

Location Manager Javier Herrera
Primary Phone Mobile - 213-952-1869
Secondary Phone Mobile - 818-371-3132

Location Assistant Aura Quiroz
Primary Phone Office - 310-943-5288
Secondary Phone

Fees

Notification Charge	$130.00
FILMLA NON-REFUNDABLE FILM APPLICATION FEE	$685.00
SANTA MONICA BEACH FILM LOCATION FEE	$1,269.59
SANTA MONICA PARKING (BEACH LOTS)	$336.00
SANTA MONICA BEACHES FILM/STILL APPLICATION FEE	$746.77

Total Permit Fee $3,167.36

Number of Locations 2

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Summary Information — Location

Permit Number	F00151658	**Location Manager**	Javier Herrera
Production Company	COSTA DE ORO MEDIA, LLC FKA:LA...	Primary Phone	Mobile - 213-952-1869
Insured Company	COSTA DE ORO MEDIA, LLC FKA:LA...	Secondary Phone	Mobile - 818-371-3132
Production Title	COLGATE PROMO		

This location has been CANCELED

Location Address Aerial Rings 1746 Ocean Front Walk, Santa Monica, CA, 90401

Location Type Beach

Film Dates 5/23/2019 - 5/23/2019 09:30 - 19:30 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
NO SIGNAGE IN SANTA MONICA.pdf
Guidelines for Use of Parking Lots in the City of Santa Monica.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	6
Vans	1

Personnel on Location

Type	Quantity
Cast	3
Crew	10

Filming Activities Equipment on sand; Exterior Dialogue; Handheld equipment; 2 10x10 TENTS. Filming in area between Santa Monica Pier and Aerial Rings - approx. 100ft radius area on sand.;

Approvals

SANTA MONICA - PARKING OFFICE	Helen Loy
SANTA MONICA POLICE DEPARTMENT	Cody Green
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Wendy Pietrzak

Parking

Base Camp	1670 Appian Way,	**Crew Parking**	1670 Appian Way,
Location Type : Other Location	Santa Monica, CA, 90401	Location Type : Other Location	Santa Monica, CA, 90401

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Insured Company	COSTA DE ORO MEDIA, LLC FKA:LA...	Secondary Phone	Mobile - 818-371-3132
Production Title	COLGATE PROMO		

Parking Notes
Beach Lot 2 South. We need 7 parking spots. 6 for talent/crew and 1 for van equipment.

Posting "No Parking" signs E/S ARCADIA TERRACE, 150' SOUTH OF APPIAN WAY (METER #2, 4 AND 6 ON ARCADIA TERRACE)

Approximate Footage County Parking **Log Number** Santa Monica

Date(s) 5/23/2019 to 5/23/2019 **Time(s)** 09:30 to 19:30

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Production Title	COLGATE PROMO		

Location Address SANTA MONICA BEACH (EXCLUDING PIER), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

*****SANTA MONICA BEACH SUMMER RESTRICTIONS: MEMORIAL DAY WEEKEND - LABOR DAY WEEKEND*****
*No filming at the beach on weekends - still and motion
*The bike path cannot be used for filming from Memorial Day weekend through Labor Day weekend.
*Filming on Ocean Front Walk will be permitted on a case-by-case basis, discuss with Wendy prior to sending permit.
*Filming is not allowed on beaches or beach parking lots on Memorial Day, July 4th or Labor Day weekends.

No posting of production/directional signs allowed on public property.

Lifeguard fees are not collected by FilmL.A. These fees are charged directly by Dept. of Beaches & Harbors for services rendered. Companies must provide a valid billing address for this purpose.

Film Dates 5/28/2019 - 5/28/2019 09:30 - 19:30 1 day

Open or Closed to the Public Open

Generic Conditions All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

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Filming Activities
Equipment on sand; Exterior Dialogue; Handheld equipment; 2 10x10 TENTS. Filming in area between Santa Monica Pier and Aerial Rings - approx. 100ft radius area on sand.;

Jurisdiction
Political: City of Santa Monica
Police: Santa Monica Police Department
Fire: Santa Monica Fire Department

Thomas Guide
Page: 671
Grid: E3

Approvals

SANTA MONICA - PARKING OFFICE	Helen Loy
SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Cody Green
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Wendy Pietrzak

Parking

Base Camp		**Crew Parking**	
Location Type : Other Location	1670 Appian Way, Santa Monica, CA, 90401	Location Type : Other Location	1670 Appian Way, Santa Monica, CA, 90401

Parking Notes
Beach Lot 2 South. We need 7 parking spots. 6 for talent/crew and 1 for van equipment.

Posting "No Parking" signs
E/S ARCADIA TERRACE, 150' SOUTH OF APPIAN WAY (METER #2, 4 AND 6 ON ARCADIA TERRACE)

Approximate Footage
County Parking

Log Number
Santa Monica

Date(s) 5/28/2019 to 5/28/2019 **Time(s)** 09:30 to 19:30

NOT A PERMIT

City of Santa Monica

Transportation Engineering & Management Division

Post Office Box 2200, Santa Monica, California 90407-2200

NOTICE

To: Applicants for Film Permits in the City of Santa Monica

From: Transportation Engineering & Management Division

Subjects: Directional and Other Signs

Use of Temporary No Parking Signs

Please be advised that the posting of advertising, directional or other types of signs in, or visible from, public rights-of-way is prohibited by Chapter 9.52 of the Santa Monica Municipal Code. Any such signs will be removed and destroyed by City forces. And, you will be charged $59.93 per sign or the actual cost of removal, whichever is greater, for each such sign.

Temporary No Parking signs are available to facilitate your filming activities from the Public Works Permit Counter. You are responsible for the installation and removal of such signs. You will be provided with a sheet of instructions when you pick up the signs. Temporary No Parking signs must be removed immediately after your film shoot is completed. Any Temporary No Parking signs not promptly removed will be removed by City forces. And you will be charged $59.93 per sign or the actual cost of removal, whichever is greater, for each such sign.

In order to avoid such problems, we respectfully request your voluntary compliance.

Should you have questions, please contact the Transportation Engineering & Management Division at (310) 458-8291 or traffic.engineering@smgov.net.

NO PERMIT

CONDITIONS FOR USE OF PARKING LOTS FOR FILMINGS, PHOTOSHOOTS, AND BASECAMPS IN THE CITY OF SANTA MONICA

****These conditions only apply to production companies approved to use City-owned lots and do not imply permission to use any City lot****

1. Available Lots:
    a. The ONLY lots available for rental are Beach Lots 4 and 5 South, and Beach Lots 1 North through 8 North. There are no exceptions. Requested parking lot(s) must be clearly stated in the base camp/crew parking portion of your Film LA. permit. Applying for a Film L.A permit does not guarantee use of the parking lots. The City of Santa Monica Parking Department has final authorization regarding use of the parking lots. A parking application must be submitted to the Parking Department in addition to the submittal of the Film L.A permit.

2. Space Availability:
    a. The amount of spaces available for purchase can vary depending on the time of year. As a starting point, no production company may rent out more than half the available spaces of any lot. During certain times of the year (i.e. spring break, summer, any other special events, etc.), additional restrictions will apply regarding space availability, if any.

3. Restrictions:
    a. The production company can only use the spaces that have been purchased and reserved for them.
    b. Parking must be finalized no later than 72 business hours before the production date. There will be no adding of spaces after that time or on the day of filming.
    c. The RESERVED area will be set up the night before by the parking operator, usually at 10pm. There is no guarantee that there will be not be any vehicles already parked in the RESERVED area by the shoot date. It is the production company's responsibility to ensure no other vehicles park in the RESERVED area upon possession of the space. The City merely sells the spaces and sections it off.
    d. At no time can the production company extend the basecamp or deny transient parkers access to the parking lot.

4. Basecamps/Reserved Parking:
    a. Production companies must park all vehicles and materials/equipment within their RESERVED event space. Any vehicles parked outside the event space will need to show proof of payment of the Daily parking rate for that individual vehicle or become subject to citation.

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b. Depending on the size and location of the RESERVED area, production companies may be required to pay for any parking spaces used to divert traffic around the RESERVED area. This is to prevent traffic from driving through the RESERVED area and to keep the traffic flowing smoothly within the lot. These spaces are also procured at the RESERVED rate of 3x the Daily rate.

5. Unreserved Parking:
   a. Production companies may purchase UNRESERVED parking for vehicles they wish to park outside their event space. The UNRESERVED parking is the Daily rate of the lot for that specific date and will allow the parker to stay past sunset.
   b. UNRESERVED parking is for the parking of vehicles ONLY. The production company may not use UNRESERVED parking for setting up any basecamp activities such as tents, chairs, wardrobe, generators, storing of materials, etc.
   c. The purchase of UNRESERVED permits requires the production company to pick up the permits from the City parking office, however, payment is still made directly to Film LA.
   d. The UNRESERVED parking permit must be displayed in the vehicle upon entering the lot and must be displayed in the vehicle at all times. Failure to display the permit is subject to citation. UNRESERVED parking is on a first-come, first-serve basis and does not guarantee a parking space in the lot.

6. Pay-Upon-Entry:
   a. Production companies also have the option to Pay-upon-entry at any City facility. This is only for productions that do not need any basecamp or RESERVED parking.
   b. Paying-upon-entry is for productions that wish to have all their vehicles pay at the cashier booth or pay machine upon entering the lot on the day of production.
   c. Production companies are prohibited from purchasing extra spaces to set up any basecamp activity. Paying-upon-entry is simply parking a vehicle and then leaving the lot.
   d. Production companies may inquire with the City of Santa Monica to confirm which City facilities are available for Pay-upon-entry.

7. Cancellation Policy:
   a. Cancellations for RESERVED parking and UNRESERVED parking must be made more than 48 business hours of production date. Cancellations made within this time period will be honored at no cost to the production company.
   b. Cancellations for RESERVED parking and UNRESERVED parking made within 48 business hours will not be honored. NO refunds will be given.
   c. Cancellations for Pay-upon-entry requires no notification as no parking fees are associated with the Film LA permit.

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